

# JEAN MONNET CHAIR ON EUROPEAN REGULATION OF THE WINE SECTOR

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SCHOOL ON GLOBAL WINE LAW

## ALCOHOL ADVERTISEMENT IN A GLOBAL LAW CONTEXT

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APRIL 22 - 26

2024

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FACULTÉ DE  
DROIT &  
SCIENCE  
POLITIQUE

UNIVERSITÉ  
DE REIMS  
CHAMPAGNE-ARDENNE

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**The 13th edition** of the School on Global Wine Law is hosted by the University of Reims School of Law as part of the Wine & Law Program.

Located in the heart of Champagne, the University of Reims delivers a 5-day intense course program, entirely in English, on the legal aspects of wine trade within and with the European Union.

This year the Program will focus on **Regulatory aspects of alcohol advertisement in a comparative perspective**.

And as always, the School is also about wine tasting, sightseeing and socializing.

This year our visits will include the Interprofessional Organization of Champagne Wines («Comité Champagne»), Dom Perignon, Mumm, Mailly Champagne and Champagne Lemaire.

The 2024 Annual Global Wine Law Lecture will be delivered by **John Barker (NZ), General Director of the OIV**.

For those taking successfully the final exam, the School delivers a University Diploma.



## COURSES

- Introductory Course: Alcohol Advertisement in a Social Context
- Alcohol advertisement and the internal market of the EU
- U.S. Law on advertisement of alcoholic beverages
- The French Loi Evin and the case of Influencers
- Soft regulation of advertisement for alcoholic beverages: the Italian model

## SEMINARS

- Alcohol advertisement and promotion of a national pride: the case of tequila
- Alcohol as a public affairs matter for the wine industry



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## FACULTY MEMBERS

**Tatiana CARPENTIER**

Public Affairs Officer, Martell, Mumm, Perrier-Jouët

**Caroline CASALONGA**

Attorney, Casalonga Law (Paris)

**Stephen CHARTERS, MW**

Professor at the Burgundy School of Business

**Theodore GEORGOPOULOS**

Professor of Law (Reims), Director of the Wine & Law Program - A Jean Monnet Chair

**Nicola LUCIFERO**

Professor of Law (Florence, IT)

**Francesco TORTOLERO CERVANTES**

Researcher at National University of Mexico & Visiting Scholar of the Wine & Law Program (Reims)

**John TRINIDAD**

Attorney, Dickenson, Peatman & Fogarty (Napa, CA)

Information and applications : (before April 12): [www.wine-law.org](http://www.wine-law.org)

**LIMITED PLACES** (The Program will accept up to 30 participants)